

manufacturer's consumer product so as to make informed/educated purchases along the demand side of the retail chain; and

one or more subsystems selected from the group consisting of:

a third subsystem for enabling manufacturers and their advertising and marketing agents to access one or more UPN/TM/PD/URL links in said central UPN/TM/PD/URL RDBMS, to display consumer product advertisements to consumers, at or near the point of purchase or sale within both physical and/or electronic retail shopping environments so as to project the desired brand image to consumers; and

a fourth subsystem for enabling retailers and their marketing and promotional agents to access one or more UPN/TM/PD/URL links in said central UPN/TM/PD/URL RDBMS, to promote consumer products to consumers, at or near the point of purchase or sale within both physical and/or electronic retail shopping environments so as to promote the sale of such products in inventory;

wherein said central UPN/TM/PD/URL RDBMS, said local UPN/TM/PD/URL RDBMS, and said first, second, third and fourth subsystems are each operably connected to the infrastructure of the Internet.--

--352. The Internet-based consumer product marketing, merchandising and education/information system of claim 351, wherein said second subsystem further enables retailer purchasing agents to access one or more UPN/TM/PD/URL links in said central UPN/TM/PD/URL RDBMS, to request and obtain information about a manufacturer's consumer product so as to make informed/educated purchases along the supply side of the retail chain.--

--353. The Internet-based consumer product marketing, merchandising and education/information system of claim 351, wherein said second subsystem comprises one or more information access and display devices selected from the group consisting of:
a network of barcode-driven/touch-screen-enabled physical CPI kiosks are physically installed within physical retail environments using wireless Internet-connectivity enabling technology, and made accessible to retail shoppers in physical retail environments; and
a network of virtual CPI kiosks enabled by CPIR-enabling Applets symbolically embedded within the HTML-fabric of the WWW (e.g. in EC-based retail stores and catalogs, on-line auction sites, Internet product advertisements), and made accessible to retail shoppers across the Internet.--

--354. The Internet-based consumer product marketing, merchandising and education/information system of claim 353, wherein said second subsystem further comprises a plurality of Web (http) information servers for driving said network of barcode-driven/touch-screen-enabled physical CPI kiosks.--

--355. The Internet-based consumer product marketing, merchandising and education/information system of claim 353, wherein said second subsystem further comprises a plurality of CPIR-enabling Applet servers for driving said network of virtual CPI kiosks enabled by CPIR-enabling Applets symbolically embedded within the HTML-fabric of the WWW, including retailer-oriented WWW sites served to physical CPI kiosks in a retailer's store.--

--356. The Internet-based consumer product marketing, merchandising and education/information system of claim 353, wherein said central UPN/TM/PD/URL RDBMS further includes a data processing/filtering subsystem for processing data contained within said central UPN/TM/PD/URL RDBMS so that each physical CPI kiosk connected to an enabling Web server (and deployed within a particular retailer's store) is capable of displaying only UPN/TM/PD/URL links created by manufacturer's who (i) sell products in the retailer's physical store and (ii) have acquired rights and/or privileges (by the retailer) to display products on the retailer's store shelves about which said physical CPI kiosk is physically installed.--

--357. The Internet-based consumer product marketing, merchandising and education/information system of claim 355, wherein said second subsystem comprises a CPIR-enabling Applet/Servlet Generator for automatically generating, for each UPN/TM/PD/URL link record in said central UPN/TM/PD/URL RDBMS, a CPIR-enabling Applet/Servlet, wherein (i) the compiled code associated with the CPIR-enabling Applet/Servlet is loaded onto one of said plurality of CPIR-enabling Applet servers, and (ii) the corresponding CPIR-enabling Applet tag is loaded within a CPIR-enabling Applet Catalog Web Server for viewing and downloading by retailers, advertisers, auctioneers, et al, and subsequent embedment into the HTML-fabric of WWW.--

--358. The Internet-based consumer product marketing, merchandising and education/information system of claim 355, wherein said second subsystem comprises a data processing/filtering subsystem (e.g. modules of data processing scripts), integrated with said central UPN/TM/PD/URL RDBMS, for processing data within said central UPN/TM/PD/URL RDBMS so that each virtual CPI kiosk deployed within a particular retailer's electronic store and enabled by at least one said CPIR-enabling Applet server is capable of displaying only UPN/TM/PD/URL links created by manufacturer's who (i) sell products in the retailer's electronic store (i.e. e-store) and (ii) have acquired rights and/or privileges (by the retailer) to display products on the retailer's virtual shelves (e.g. Web pages) about which the virtual kiosk is installed within the HTML-fabric of the retailer's e-store.--

--359. The Internet-based consumer product marketing, merchandising and education/information system of claim 351, wherein said first subsystem comprises:

virtual kiosk installation and deployment; (5) selecting particular information services to be enabled on and delivered to ordered/deployed CPI kiosks in order to configure the same for its intended application; (6) selecting and customizing the kiosk GUI Design (as a further part of the kiosk configuration process); (7) registering the manufacturer's Aisle/Shelf Rights and Privileges on deployed CPI kiosks; (8) registering the retailer's (or manufacturer's) advertising agents as the case may be; (9) registering the retailer's (or manufacturer's) product promotional agents as the case may be; (10) monitoring the performance of registered retailer (or manufacturer) advertising agents as the case may be; and (11) monitoring the performance of registered retailer (or manufacturer) promotional agents as the case may be.--

--381. The Internet-based consumer product marketing, merchandising and education/information system of claim 351, wherein said second subsystem enables retailers to perform one or more functions selected from the group consisting of: Registration of Retailer/Creation of Retailer Account; Log-in by Retailer; Update and Display Kiosk Deployment Directory; Select and Order Physical and Virtual Kiosks for Deployment; Specification of The Location/Domain of Kiosk Installation and Deployment; Selection of Information Services Delivered by Deployed CPI Kiosks; Selection and Customization of CPI Kiosk GUI Design; Registration of Manufacturer's Aisle/Shelf Rights and Privileges on CPI Kiosks; Registration of Retailer's Advertising Agents; Registration of Retailer's Product Promotional Agents; Monitor Performance of Registered Retailer Advertising Agent; and Monitor Performance of Registered Retailer Promotional Agent.--

--382. The Internet-based consumer product marketing, merchandising and education/information system of claim 35, wherein said second subsystem enables the retailer to register a manufacturer (i.e. vendor) aisle/shelf rights with respect to a particular physical CPI kiosk deployed in retail store.--

--383. The Internet-based consumer product marketing, merchandising and education/information system of claim 353, wherein said second subsystem enables manufacturers to perform one or more functions selected from the group consisting of: Registration of Manufacturer/Creation of Manufacturer Account; Log-in by Manufacturer; Update and Display of Manufacturer's Virtual CPI Kiosk Deployment Directory; Select and Order Virtual CPI Kiosks for Deployment; Specification of The Domain of Virtual Kiosk Installation and Deployment; Selection of Information Services Delivered by Deployed

--384. The Internet-based consumer product marketing, merchandising and education/information system of claim 383, wherein once logged-in to said second subsystem, the manufacturer may view one or more directories selected from the group consisting of: (i) a directory/catalog of the virtual UPN-restricted/product-specific CPI kiosks which are currently deployed on the WWW; and (ii) a directory of virtual UPN-restricted/product-specific CPI kiosks which may be deployed and install on the WWW by others who download the enabling CPIR-enabling Applet tags from the CPIR-enabling Applet Tag Server, and embed the tags in the HTML-fabric of the WWW at domains where the virtual kiosks are to be installed.--

--385. The Internet-based consumer product marketing, merchandising and education/information system of claim 383, wherein the manufacturer may choose to deploy multi-mode type virtual product-specific CPI kiosks to the general public so that advertisements and/or product promotions can be programmably displayed from the virtual kiosk when launched from its point of installation on the WWW.--

--386. The Internet-based consumer product marketing, merchandising and education/information system of claim 389, wherein a CPIR-enabling Applet enables each said multi-mode type virtual product-specific CPI kiosk, and one or more of said multi-mode type virtual product-specific CPI kiosks are designed to automatically launch at the time of displaying its host HTML document, thereby providing a kiosk GUI on which to display product advertisement and/or promotion spots about the manufacturer's product.--

--387. The Internet-based consumer product marketing, merchandising and education/information system of claim 353, wherein said third subsystem enabling one or more information services selected from the group consisting of: (1) registering advertisers (e.g. agents of manufacturers and retailers) and the creating advertiser accounts; (2) logging into the subsystem as a registered advertiser; (3) displaying General Kiosk Advertising Directories and identifying CPI kiosks on which the advertiser is authorized to display advertisements on consumer products; (4) displaying Brand Kiosk Advertising Directories and identifying CPI kiosks on which the advertiser is authorized to display advertisements on a particular brand of consumer products; (5) registering Kiosk Advertising Campaigns to be displayed on a retailer-authorized (initially-unspecified) subnetwork of CPI kiosks; (6) building Kiosk Advertising Campaigns by placing advertisement spot orders to be run on a

more information services selected from the group consisting of: Registration of Advertiser/Creation of Advertiser Account; Log-in by Advertiser; Display General Kiosk Advertising Directory Identifying CPI Kiosks on which the Advertiser is Authorized to Display Advertisements on Consumer Products; Display Brand Kiosk Advertising Directory Identifying CPI Kiosks on which the Advertiser is Authorized to Display Advertisements on a Particular Brand of Consumer Products; Register Kiosk Advertising Campaign to be displayed on a Retailer-Authorized Subnetwork of CPI Kiosks; Build Kiosk Advertising Campaign by Placing Ad spot Orders to be run on a Particular Subnetwork of CPI Kiosks; Run and Display Kiosk Advertising Campaign on Retailer-Authorized Subnetwork of CPI Kiosks; Modify Kiosk Advertising Campaign; and Monitor Performance of Kiosk Advertising Campaign.--

--389. The Internet-based consumer product marketing, merchandising and education/information system of claim 402, wherein once the registered advertiser logs into said third subsystem, the advertiser may display and view one or more kiosk advertising directories selected from the group consisting of: a General-type Kiosk Advertising Directory which can be used to identify CPI Kiosks on which the advertiser is authorized by retailers to display advertisements on consumer products; and a Brand-type Kiosk Advertising Directory which can be used to identify CPI kiosks on which the advertiser is authorized by retailers to display advertisements on a particular brand of consumer products.--

--390. The Internet-based consumer product marketing, merchandising and education/information system of claim 388, wherein said third subsystem employs a data processing method to generate a General Kiosk Advertising Directory from the data contained with said central UPN/TM/PD/URL RDBMS.--

--391. The Internet-based consumer product marketing, merchandising and education/information system of claim 389, wherein a data processing methods is used to generate a Brand Kiosk Advertising Directory from the data contained with said central UPN/TM/PD/URL RDBMS.--

--392. The Internet-based consumer product marketing, merchandising and education/information system of claim 351, wherein said fourth subsystem enables promoter to use one or more information services selected from the group consisting of: (1) registering promoters and the creating promoter accounts; (2) logging into the subsystem by promoter;

kiosk promotion campaigns on the retailer-authorized subnetwork of CPI kiosks; (11) modifying kiosk promotion campaigns; and (12) monitoring the performance of kiosk promotion campaigns.--

--393. The Internet-based consumer product marketing, merchandising and education/information system of claim 391, wherein once the registered promoter logs into said third subsystem, the promoter may display and view one or more kiosk promotion directories selected from the group consisting of: a General-type Kiosk Promotion Directory which can be used to identify CPI Kiosks on which the advertiser is authorized by retailers to display promotions on consumer products; and a Brand-type Kiosk Promotion Directory which can be used to identify CPI kiosks on which the advertiser is authorized by retailers to display promotion on a particular brand of consumer products.--

--394. The Internet-based consumer product marketing, merchandising and education/information system of claim 391, wherein said third subsystem employs a data processing method to generate a General Kiosk Promotion Directory from the data contained with said central UPN/TM/PD/URL RDBMS.--

--395. The Internet-based consumer product marketing, merchandising and education/information system of claim 391, wherein a data processing methods is used to generate a Brand Kiosk Promotion Directory from the data contained with said central UPN/TM/PD/URL RDBMS.--